



UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF CERTIFICATE IN
ECOTOURISM AND HOSPITALITY MANAGEMENT**

CERT 0014: PUBLIC RELATIONS AND CUSTOMER CARE

STREAM: CERT. (ET& HOSP.MGT) Y1S2

TIME: 2 HOURS

DAY/DATE: MONDAY 26/7/2010

2.30 P.M. - 4.30 P.M.

INSTRUCTIONS:

- SECTION A IS COMPULSORY. ANSWER ANY OTHER TWO QUESTIONS FROM SECTION B.
- CHEATING IS PROHIBITED

SECTION A: ANSWER ALL QUESTIONS (30 MARKS)

Q.1 Define the following terms:

- | | |
|---------------------------|-----------|
| (a) Service delivery | [2 marks] |
| (b) Service recovery | [2 marks] |
| (c) Publicity | [2 marks] |
| (d) Competitive advantage | [2 marks] |

Q.2 Describe the consumer behaviour (the process of consumption) in tourism and hospitality. [4 marks]

Q.3 Describe the needs of all the publics in hospitality business. [6 marks]

Q.4 Explain the role of Public Relations officer in social skills and relationship marketing. [6 marks]

Q.5 Explain the importance of public relations in tourism. [6 marks]

**SECTION B: ANSWER ANY TWO QUESTIONS FROM THIS SECTION
(40 MARKS)**

Q.6 Explain the process of developing the Public Relations strategy. [20 marks]

Q.7 Discuss the effect of globalization on tourism and hospitality publicity.
[20 marks]

Q.8 Explain the role of customer care in customer service delivery and recovery.
[20 marks]
